

# Regional Hypertension and Diabetes Coalition

February 14, 2018

12:00 pm – 1:00 pm

EIPH  
1250 Hollipark Drive, Idaho Falls

**Attendees:** Dave Klingler (Idaho Diabetes Lion's Club), James Corbett (EIPH), Jenna Orchard (EIPH), Trudi Poole (EIRMC), Vonda Smith

## *Minutes*

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**Agenda item:** January Meeting Recap **Presenter:** Jenna

### **Discussion:**

Some specific goals and objectives were established pertaining to the cycling event: determine date, location, sponsors, advertisement, vendors, swag, prizes, theme, price, and logistics. The date of the fundraiser is key. It should be during the school year because it is easier to reach out to the kids – May or September.

Make the event family-oriented with 5, 10, and 20 mile cycling courses.

T-shirts are overused and overpriced, so other ideas included water bottles, lanyards, swag bags, etc.  
Potential sponsors might be some of the local gyms.

There could be a safety course for the kids with law enforcement. Get the sponsors involved, get bikes and helmets donated, and set up check points with different sponsors and activities.

The coalition action plan was established in accordance with the coalition mission statement. Members provided input on finalizing a meeting schedule.

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**Agenda item:** Reports from Members/Discussion **Presenter:** Group

### **Discussion:**

Trudi had been in contact with Bill's Bike and Run between meetings and decided on a good date for a cycling event: September 15<sup>th</sup> at Snake River Landing in Idaho Falls. She also spoke with the marketing department at EIRMC and came up with examples of sponsorship letters that we may want to replicate with our own information as we approach potential sponsors.

Several members were absent due to the holiday, sports events, and conferences.

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**Agenda item:** Community Event Sponsors **Presenter:** Group

### **Discussion:**

Sponsorship letters were briefly discussed. It was inconclusive what kind of information should be included in the letter and who should be the one to write it. It was mentioned that the letter should carry the EIPH name for credibility. How the funds will be used needs to be decided before a sponsorship letter can be written because sponsors will want to know what cause they are supporting. The point was made that hypertension may be more of an issue in the area, but the community is more passionate about diabetes.

A list of potential sponsors was created: Idaho Falls Magazine, Idaho Falls Chamber of Commerce, Rocky Mountain Diabetes Center, Smith's Pharmacy, Tueller Counseling, Rehabilitative Health Services, gyms/athletic clubs, Big 5 Sporting Goods, Teton Running, bike shops, Melaleuca, etc. Get the school districts involved. More coalition members means more connections to potential sponsors. Eventually this list will need to be divided among the members giving each member the duty to contact certain businesses and organizations.

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**Agenda item:** Coalition Structure

**Presenter:** Jenna

**Discussion:**

Jenna presented two different ways the coalition could be structured in order to give every member purpose and accountability – Hierarchy Structure: Chair, Vice Chair, Secretary, Treasurer, Facilitator, etc. and Work Group Structure: Chair, membership vice chair, financial vice chair, meeting planning vice chair, etc. Everyone is supposed to come up with some areas in which we would need a clear leader to take control and delegate responsibilities so that tasks get done effectively and in a timely manner.

This topic will be visited again during the next meeting since attendance was low. James offered to look into coalition by-laws. There were concerns about how leaders would be elected and what the defined roles for each position would look like. Consider networking with other coalitions around the state to see how they are structured.

**Conclusions:**

It was decided that the coalition structure needs to be addressed before moving forward with the fundraising/community event because without established leaders and policies, the fundraiser could completely fail.

Action items	Person responsible	Deadline
✓ By-laws	James	March 14 <sup>th</sup>
✓ Roles & responsibilities within a coalition	Group	March 14 <sup>th</sup>

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***Other Information***

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**Special notes:**

Continue recruiting members to serve on the coalition.

**Next Meeting:** March 14<sup>th</sup>, 2018 (Every 2<sup>nd</sup> Wednesday)